

Process Evaluation

SMART Objective: By June 30, 2011, increase the proportion of downtown employers with supportive breastfeeding policies from 0% to 7%.						Short Term Outcome Number: 1.14.2
Activity Name: The Business Case for Breastfeeding						MAPPS Strategy: Social Support/Service
Action Steps: <ul style="list-style-type: none"> - Intern to collect baseline data (and potential interest) and contact information for chosen businesses - Intern and County X staff will report preliminary information to KDHE - X County staff will attend workshop training on the “Business Case for Breastfeeding” - Presentations will be made to downtown businesses on the business case for breastfeeding support (while providing model policies they can use to prepare their own). 						CHANGE Sector: Work Site
Activity Narrative: Descriptions and justification of the proposed activity. How will it impact the needs identified by your CHANGE Tool Community Action Plan?						
Process Indicators	Data Sources	Data Collection	Timeframe	Data Analysis	Communication Plan	Staff Assigned
1. Number of downtown employers with a breastfeeding policy. 2. Number of downtown employers interested in a policy. 3. Number of downtown employers contacted. 4. Number of County X staff who attend workshop training 5. Number of presentations made to businesses 6. Number of educational materials distributed	1-3 and 5: Spreadsheet/c all log of major local businesses 4: Workshop confirmation	Intern, staff member X and WIC will contact businesses and update the spreadsheet weekly.	July 2010 – April 2011	1. Count of downtown employers with a breastfeeding policy. 2. Count of downtown employers interested in a policy. 3. Count of downtown employers contacted. 4. Count of County X staff who attend workshop training 5. Count of presentations made to businesses 6. Count of educational materials distributed	Monthly reports to KDHE and Semi-annual and Final reports to KDHE.	Staff Person X Intern WIC